MGMT 105 Introduction to Business
Section 02 CRN 16773
Meeting Time: Monday 08:00 to 09:15 AM
Classroom: Beatty 320

Instructor: Eric Doesburg
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Telephone/Text: +1 224 301 0369
Office Location: Virtual TBD
Office Hours: TBD

MGMT 105 Catalog Description: This course is for all students of the college who are interested in a survey of the activities that occur in a business institution. The various types and forms of business organizations will be presented and analyzed with special emphasis on the role of the business enterprise in society.

MGMT 105 Class Overview & Expectations: The intent of this course is to provide the student with a fundamental understanding of the business enterprise. This course is discussion oriented and focused on critical thinking to convey business theories in the context of current business models, dynamics, global current events and will include many outside speakers. The required text is the primary source for the business theory component of the course. This will require reading outside of the class and taking online quizzes to be prepared for the discussion topics during the class.

School of Business learning goals and application:

COMMUNICATION SKILLS: Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
- Application - Utilizing current events in business, guest speakers and class projects, the student will utilize and hone their communication skills in a peer-to-peer environment to dissect core real world events into their core business principles.

QUANTITATIVE FLUENCY: Students demonstrate competency in logical reasoning and data analysis skills.
- Application - Students will be tasked with digesting and utilizing data from a multitude of sources and perspectives to support class discussions and projects

GLOBAL AND CIVIC RESPONSIBILITY: Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.
- Application - The fundamentals of all class discussions and activities will be global in nature. Perspective, bias, and implications of local, regional, national, and international events will be discussed and students. Students are expected to understand their own perspectives and biases and seek other points of views in class discussions

INTELLECTUAL INNOVATION AND CREATIVITY: Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.
• Application – students are expected to move beyond the headlines in class discussions and delve into the core business principles, root causes and implications of current events in business. Develop the courage to dissent.

**SYNTHESIS:** Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

• Application – students will be required to address complex global business events through multiple perspectives, sources (and biases), and varying degrees of data to form a core understanding of business principles and concepts as well as potential current and future implications.

**Tentative Class structure:**
- Review and discussion of Business Concepts & Theories outlined for the class
- Discussion of application and impact of Business Concepts & Theories in real world companies and current events
  - Post Class written synopsis relating to one of the specific topics covered during the class
- Quizzes and Tests (note: quizzes and tests may be assigned for completion outside of class and will be required to be completed/submitted prior to the beginning of the class specified as the due date)
- Project Presentations – these will be a mix of presentations and student lead discussion themes

**MGMT 105 Learning Objectives:**
- Understand, discuss and demonstrate the role of Business enterprise in society – what defines a business
- Structure, dynamics, reach, roles, responsibilities and culture within business
- Dynamics of Global business enterprises – culture, operations, economics, management, leadership
- Current events and trends in business – application of business theory to real world companies, business models and world affairs

**Course Grading Structure:**
- 20% Quizzes
- 10% Final Exam
- 50% Class Discussion/Participation & Written Class Topic Synopsis
  - 30% - Written Synopsis
  - 15% - Class Participation
  - 5% - Attendance
- 20% Business Overview Project (Verbal & Written)

Extra Credit Opportunities may be provided during the semester

**Grading Scale:** 100 - 94 (A); 93 – 90 (A-); 89 - 87 (B+); 86 - 83 (B); 82 – 80 (B-); 79 -77 (C+); 76 – 73 (C); 72 – 70 (C-); 69 – 67 (D+); 66 - 63 (D); 60 – 62 (D-) else (F)
Required Textbook:

Topics to be covered:
- Chapter 1 – The Dynamics of Business and Economics
  - The Nature of Business – the Goal of Business and the Role of Business in Society
  - Economics Systems
  - American and Global Economy
- Chapter 2 – Business Ethics and Social Responsibility
  - The role of Ethics in Business
  - The Nature of Social Responsibility
- Chapter 3 – Business in a Borderless World
  - The Role of International Business
  - International Trade Barriers
  - International Organizations
  - Forms of International Business
  - International Business Strategies
- Chapter 4 – Options for Organizing Business
  - Types of Business Structures and Purpose of Business Structures
  - Organic versus M&A Growth
- Chapter 5 – Small Business, Entrepreneurship and Franchising
  - Demographics and implications of small business
  - Entrepreneurship and the Start-up World
- Chapter 6 – The Nature of Management
  - What is the purpose of Management and the Function of Management
  - Types of Management
  - Skills and Competencies of Management
  - Leadership and Decision Making
- Chapter 7 – Organization, Teamwork, and Communication
  - Organizational Culture
  - Organizational Structure
  - Communications in Organizations
- Chapter 8 – Managing Operations and Supply Chains
  - Operations Management
  - Planning and Designing Operations Systems – why and how
  - Managing the Supply Chain
  - Integration
- Chapters 9 & 10 – Motivating the Workforce and Managing Human Resources
  - Employee Motivation
  - Managing Human Resources
  - Developing Human Resources
  - Compensation
  - Collective Bargaining and Dispute Resolution
  - Workforce Diversity
- Chapter 14 – Accounting and Financial Systems
  - Accounting and Financial Systems
  - Money and the Financial System
  - Financial Management and Markets
Class Tools:
- OAKS
- Slack

Recommended Additional Resources:
- The Economist (www.economist.com or App)
- Bain & Company Insights (http://www.bain.com/publications/ or App)
- CNBC (www.cnbc.com)
- Fox Business (www.foxbusiness.com)
- Financial Times (www.ft.com)
- Bloomberg Economic News (www.bloomberg.com)
- Der Spiegel (http://www.spiegel.de/international/)
- The Business Times (Singapore) (https://www.businesstimes.com.sg)
- South China Morning Post (Hong Kong) (https://www.scmp.com)
- Japan Times (https://www.japantimes.co.jp)
- Times of India (https://timesofindia.indiatimes.com/us)
- Business Daily Africa (www.businessdailyafrica.com)
- LinkedIn (www.linkedin.com or App)

Attendance:
Attendance is required to meet the course learning objectives and discussion orientation of the class. Excused absences must be approved in writing in advance of the class that will be missed. For medical related absences, you can go online and get more information at: https://studentaffairs.cofc.edu/documents/absencememo.pdf. An unexcused absence will result in a zero for your participation/discussion grade for that class. Students that have more than three (3) unexcused absence during the semester will receive a zero for their Participation/Discussion grade for the entire Semester.

Inclement Weather Policy:
If the College of Charleston closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.

Mobile Phone/Electronic Device Policy: Class discussions and active participation in class activities are core to the Learning Objectives of this course.
- Unless requested by the Instructor for use as a tool for a specific class activity, mobile phones are not permitted for use during class.
- Other electronic devices (laptops, iPads, tablets, etc.) – may be used during class for note taking, reference material during Class discussions or specific class activities.
- If electronic devices become a distraction to the effective functioning of the class, the Instructor will request that all electronic devices be put away.
- Nonadherence to this policy by a student will impact their Class Discussion/Participation grade.
MGMT 105 : Class Schedule (TENTATIVE) – Class Discussion Topics and Assignments will be revised and advised on a weekly basis by the Professor. The detail outlined below is for General Guidance ONLY. We will also have guest speakers throughout the semester that will impact the class content schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tr>
<td>8/23/2022</td>
<td>Syllabus Review, Class Expectations, Format and Flow</td>
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<td>8/25/2022</td>
<td>Discussion on the Goal of Business and the Role of Business in Society</td>
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<td>12/7 to 12/12/2022</td>
<td>Final Exams</td>
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Public Company Business Overview Presentation – initial Project outline

**Intent** – to familiarize the student with a real company and apply their business concept knowledge in identifying what the company does, how they operate, where they are going and business risks. Utilizing Annual Report, Proxy Statement, Company Website and Current Events/News to develop and deliver to the class a presentation on the company (Key required elements to be defined)

**Output** – 5 minute presentation on the company to the class & written synopsis of the company (key required elements to be defined).

**Format** – TBD
**Student Honor Code and Academic Integrity:**

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

**Disabilities:**
The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.

**College of Charleston - College Skills Writing Lab and Speaking/Presentation Lab** located in the in the Center for Student Learning (Addlestone Library, first floor) is a great resource to support you in your written and oral assignments for this class. Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit http://csl.cofc.edu/labs/writing-lab/.